



Automation Alley's Global Trade Mission 2008

The **GTM** is designed to immerse high school students in an authentic business experience that reflects the processes of companies engaged in global trade.

Teams of four students from across Southeast Michigan school districts are issued a **Trade Challenge**: to research, develop, and market a product for consumers in another country. These **Challenge Teams** develop and present their business plan to an **Evaluator Panel** for constructive feedback. Students who return to subsequent GTM events work to further their knowledge as **Trade Analysts** who assist and evaluate the Challenge Teams.

Teacher-Coaches facilitate in the workrooms while volunteers from area companies serve as **Business Coaches** who work side-by-side with students in developing their market plan. Teams stay on track by working toward stipulated outcomes outlined on their **Passport to Success**.

Embedded seminars provide students first-hand information on key topics, including **Free Trade Agreements** and **Financing your Global Mission**. The **GTM Cultural Exchange** exposes students to the cultural values and business overview of more than 20 countries worldwide. **Global Business Experts** from trade, government, and business introduce students to the global economy, Michigan's role, and their own role as a member of the future workforce in this new global economy.

Students and their parents gain additional information at our mini-**College-and Career Fair**, and can apply for summer internships, summer **Career Preparation** courses, and other opportunities.

Since 1999, over 1,400 students have participated in GTM. In 2008, Automation Alley is proud to host events in both Macomb and Oakland Counties. With the tenth annual event in Oakland County and first annual event in Macomb, Automation Alley's GTM stands as a regional response to the relevant challenges of the future.

Please share your expertise, experience, and perspective with our students!

For more information, please contact Automation Alley at (248) 457-3215 or gtm@automationalley.com.

We're on a global mission...want to come along?